

1/13

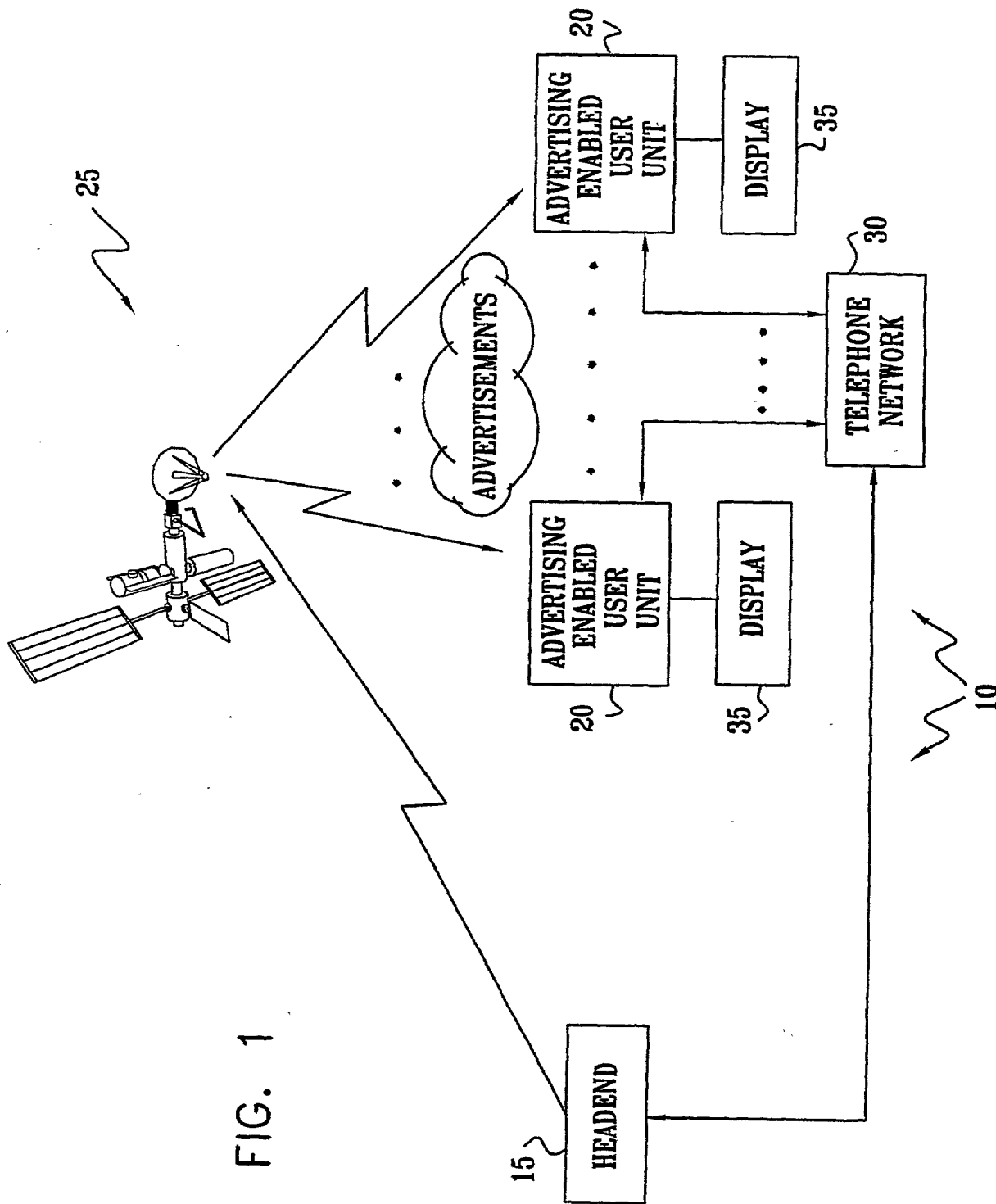
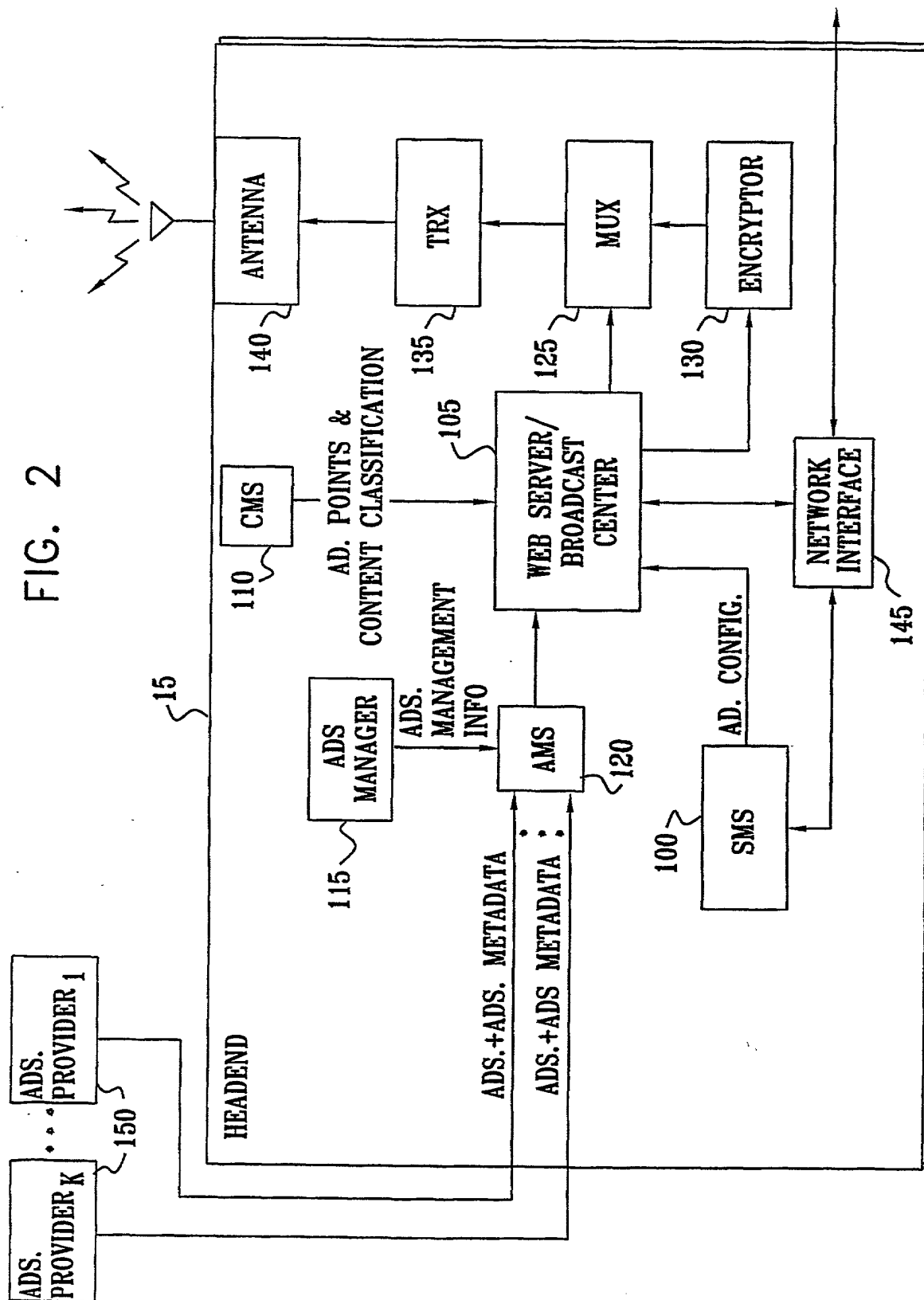


FIG. 2



3/13

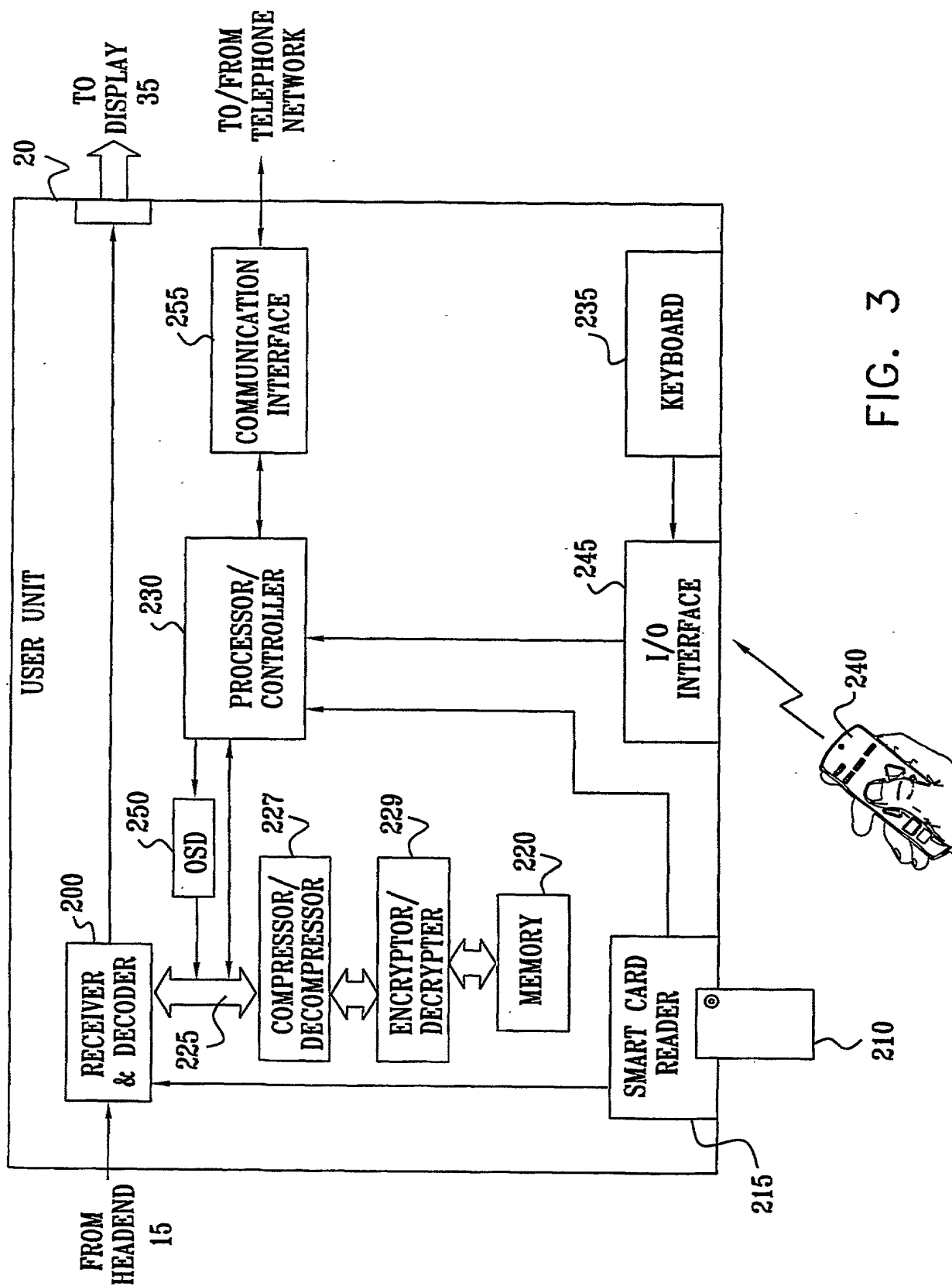
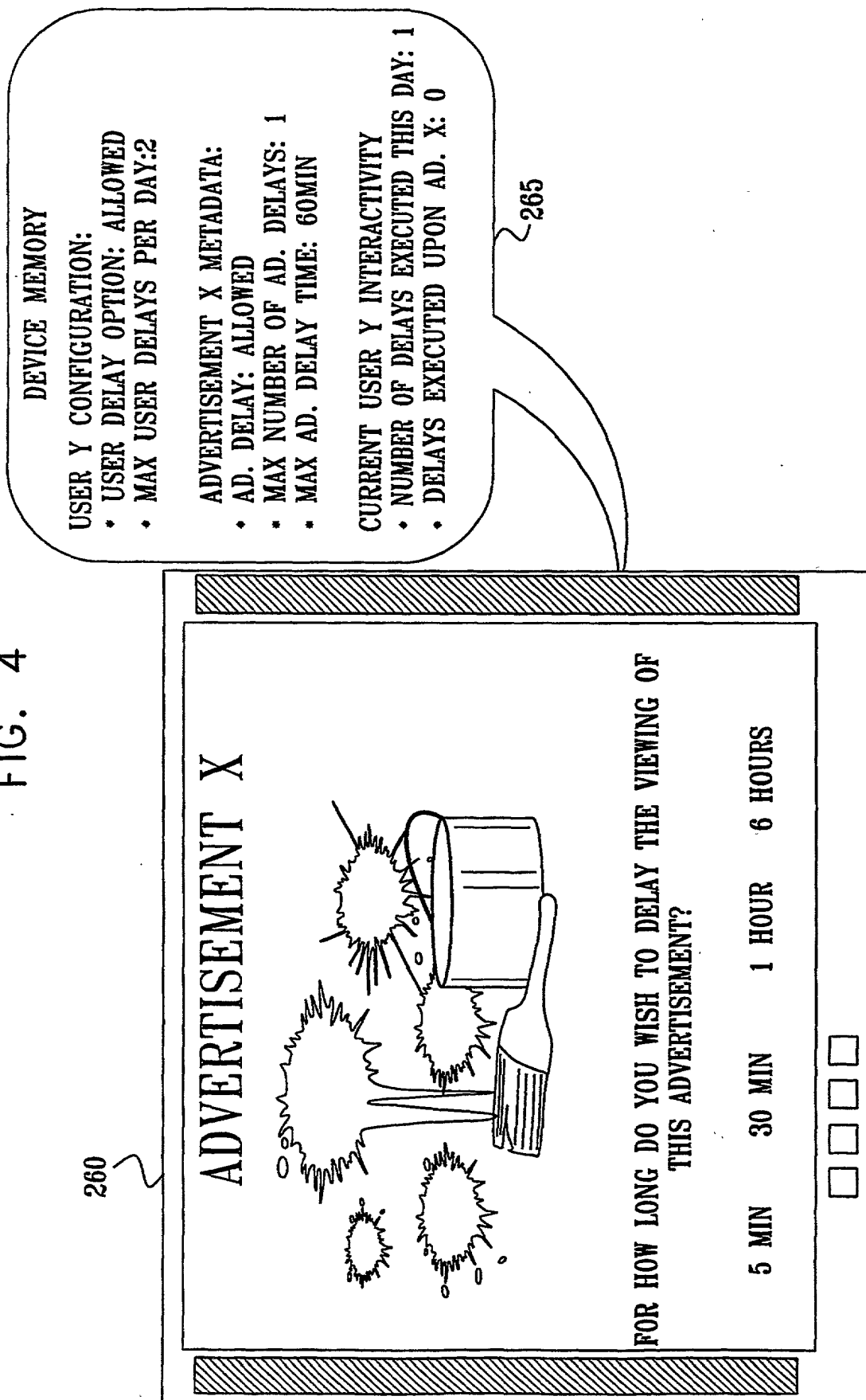


FIG. 3

FIG. 4

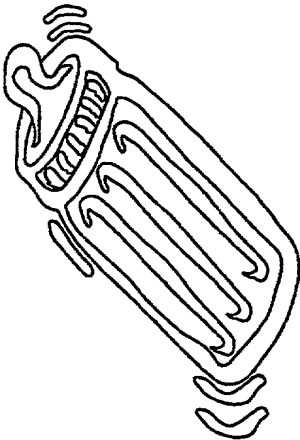


275

FIG. 5

270

AD. 148



CHOOSE THE AD. THAT YOU WISH TO VIEW INSTEAD?

SKIPPY PEANUT BUTTER

RAFI CASSETTES

☐☐☐☐

DEVICE MEMORY

USER Y CONFIGURATION:

- USER REPLACEMENT OPTION: ALLOWED
  - MAX USER REPLACEMENTS PER DAY: 3
- ADVERTISEMENT 148 METADATA:
- AD. REPLACEMENT: ALLOWED
  - MAX NUMBER OF AD. REPLACEMENT: 3
  - ALLOWED REPLACEMENT ADS:
    - AD 1234 - SKIPPY PEANUT BUTTER
    - AD 2345 - TOYS R US
    - AD 563 - FROSTED FLAKES
    - AD 67 - RAFI CASSETTES

STORED ADS:

- AD 1234
- AD 67
- AD 92
- AD 378

CURRENT USER Y INTERACTIVITY

- NUMBER OF REPLACEMENTS EXECUTED THIS DAY: 0
- REPLACEMENTS EXECUTED UPON AD. 148:0

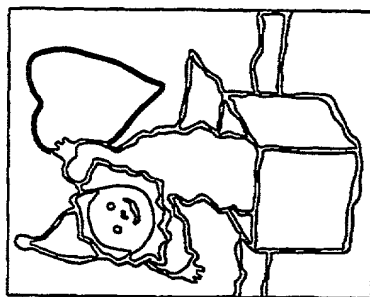
FIG. 6

280

282

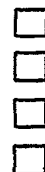
AD RECOMMENDATION:

- TO: ARTHUR BLOGGS
- EMAIL: ARTHUR@ABC.COM
- TEL: 023-987-6754
- MESSAGE: BUY THIS TOY FOR YOUR SON JAMES
- MESSAGE POSITION: BOTTOM CENTER
- MESSAGE POINT SIZE: 24



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ORIGINAL AD METADATA

- TITLE: JACK IN THE BOX TOY
- DURATION: 30 SECONDS
- GENRE 1: KIDS
- GENRE 2: TOYS
- MINIMUM PLAYOUT FREQUENCY: 3 HOURS
- MAXIMUM NUMBER OF PLAYS: 10
- DO NOT PLAY BEFORE: 12/15/2000
- DO NOT PLAY AFTER: 1/11/2001
- TIME OF PLAY: BETWEEN 8AM - 8PM
- PRIORITY: 2
- FORWARDING-ALLOWED
- NUMBER OF FORWARDING HOPS: 5
- MAX DELAYS: 2
- USER REPLACEMENT ALLOWED: NO
- MAX REPLACEMENTS: 0

285

FIG. 7

7/13

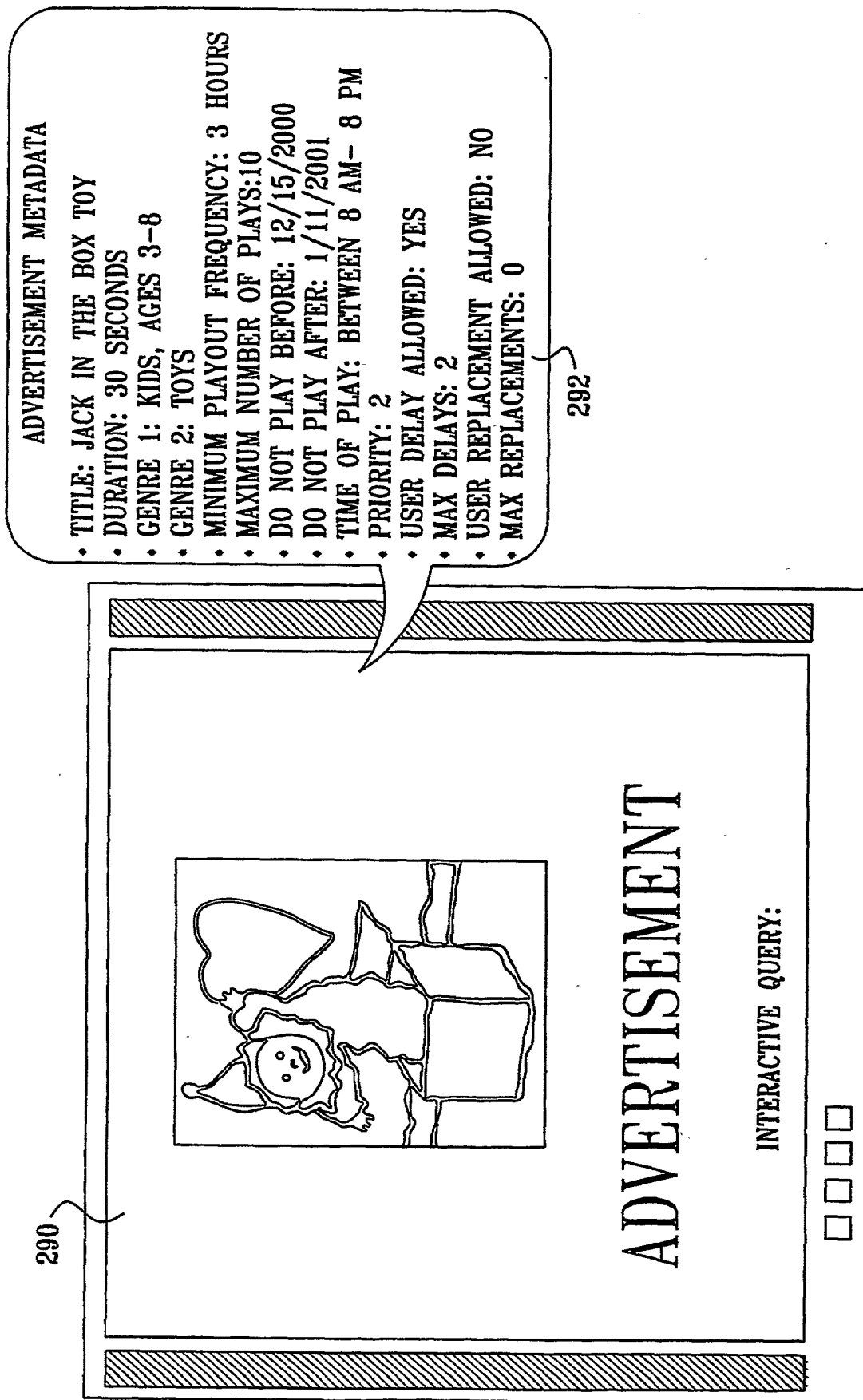
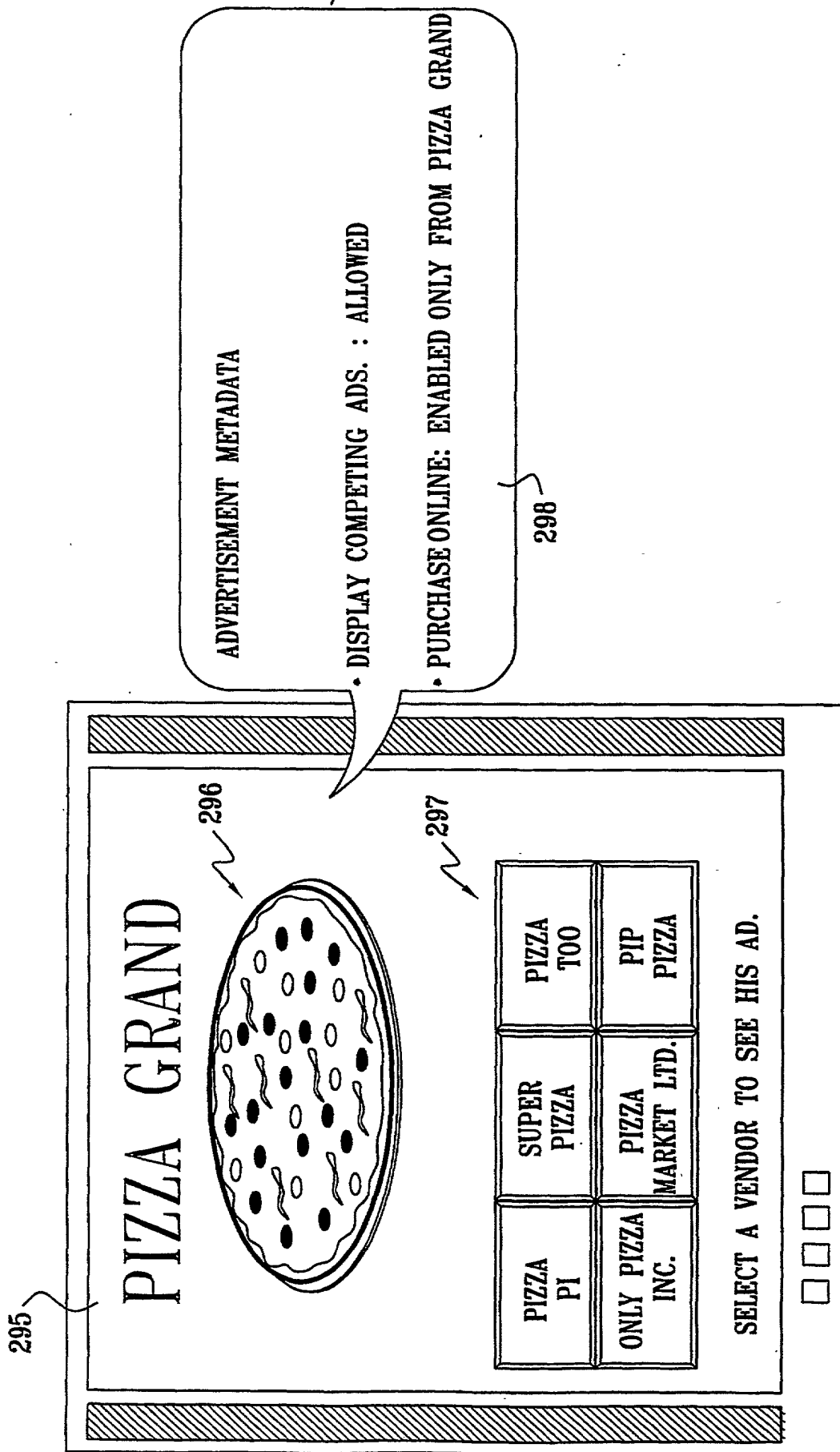


FIG. 8

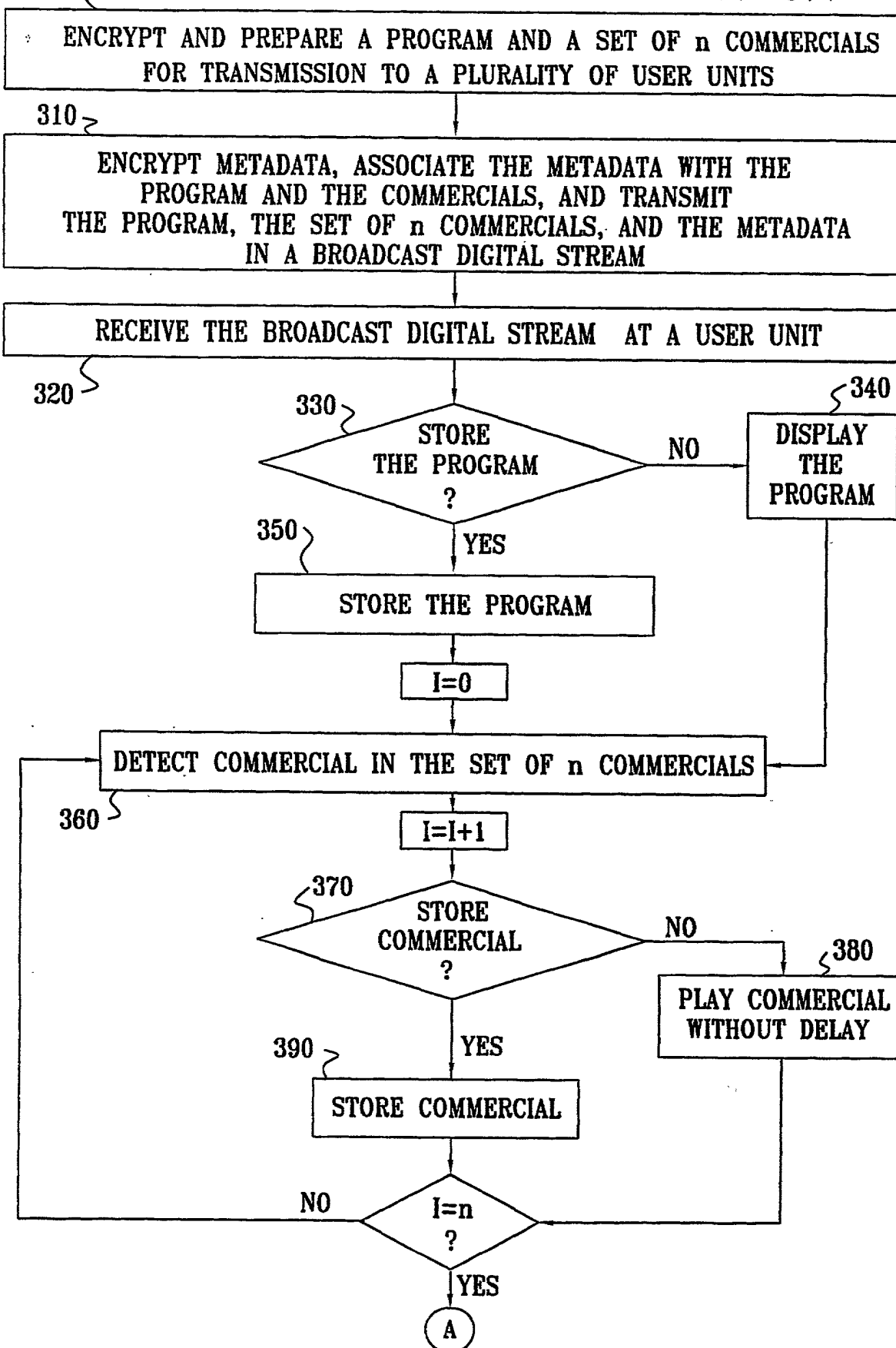




300

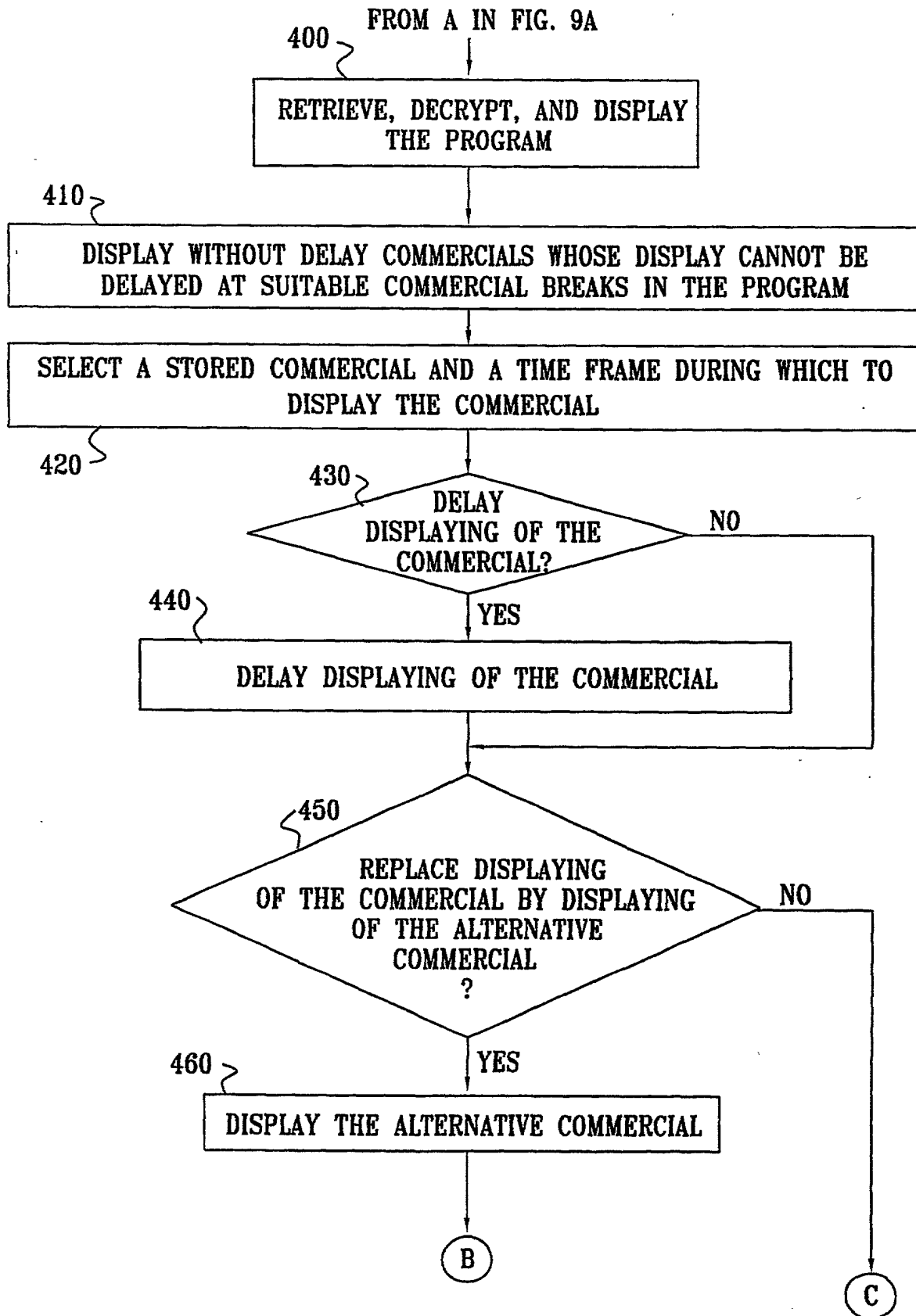
9/13

FIG. 9A



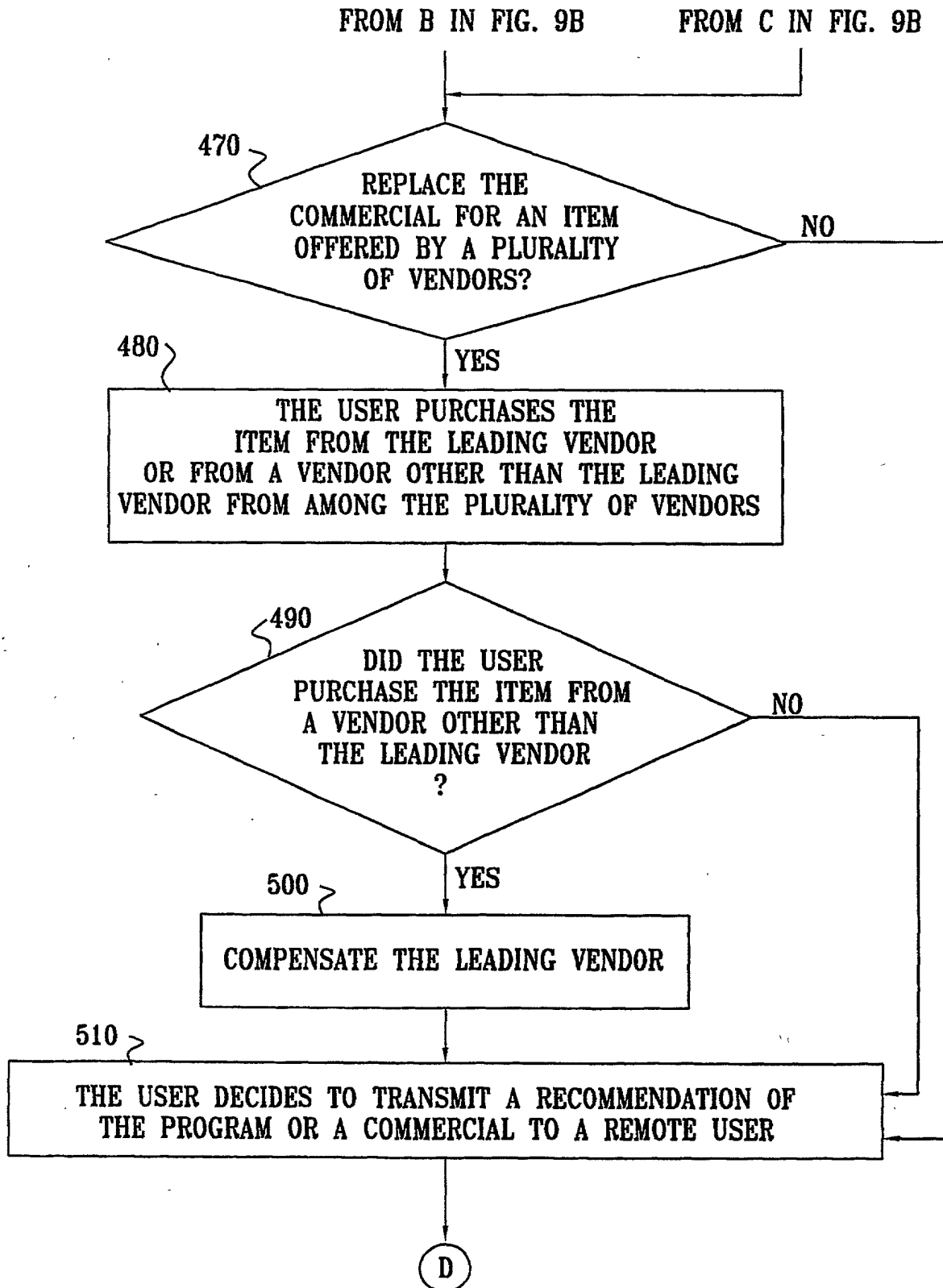
10/13

FIG. 9B



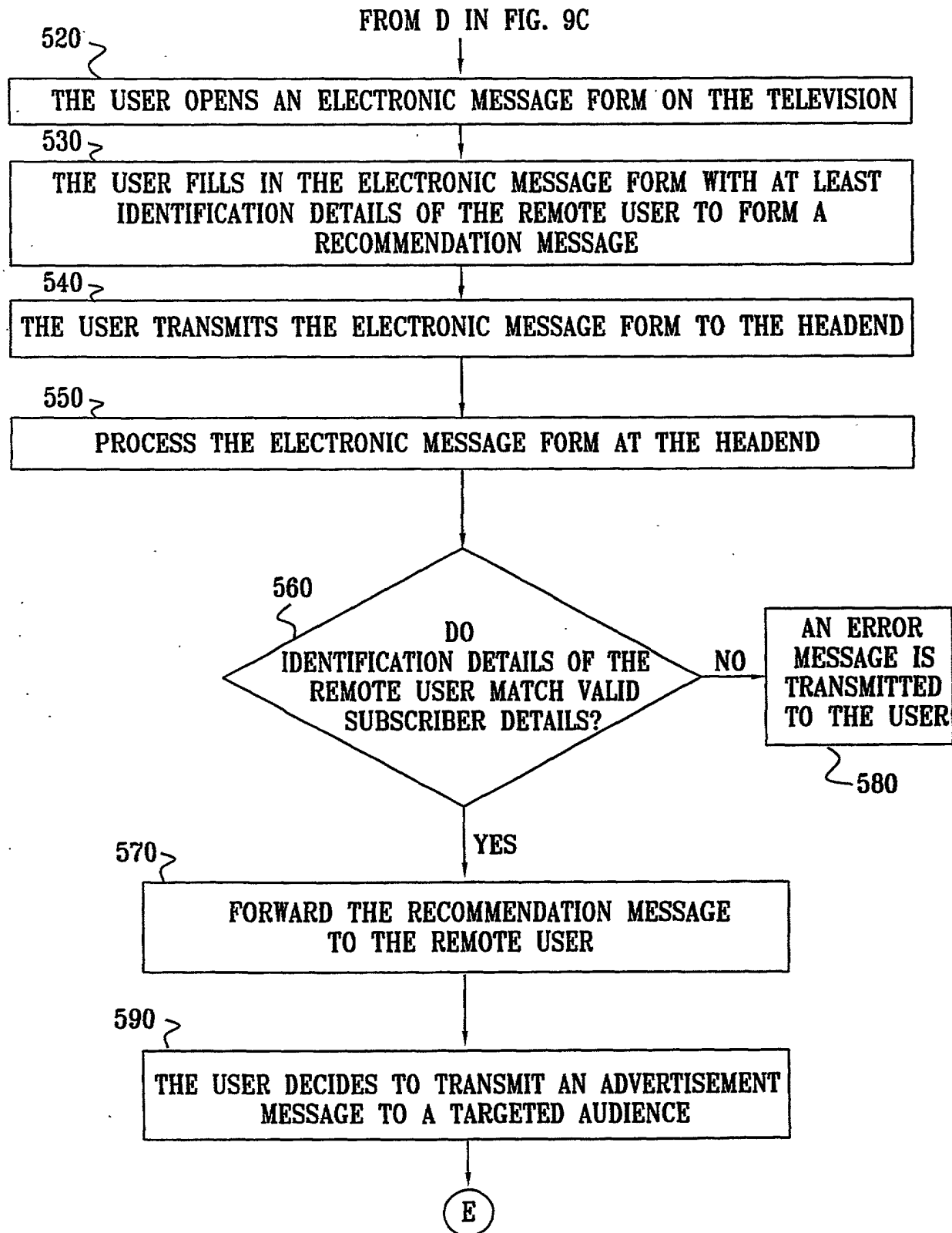
11/13

FIG. 9C



12/13

FIG. 9D



13/13

FIG. 9E

